

DRAFT1

FLOOR MAT ADVISORY

SUPPLEMENTAL Q&A FOR MEDIA TELECONFERENCE

Q: Why are you waiting to file a recall (soon)? Why not do it now, today?

A: We need to ensure we have captured the entire field of vehicles affected and the condition to be remedied. Such a filing takes time. However, we wanted to waste no time in alerting consumers to the situation.

Q: You will file “soon.” How soon is soon?

A: We will file sometime next week, after we have captured the entire field of vehicles affected and the condition to be remedied.

(Internal use only - NOTE: NHTSA has stipulated that we must file by Monday of next week. It is to our advantage to give more specificity. “Soon” is not sufficient)

Q: How many vehicles?

A: The estimate is about 3.8 million vehicles if you count the vehicles mentioned in the advisory. However, we cannot say for sure what the actual total will be at this time.

(Internal use only - NOTE: A journalist can figure it easily.)

Q: Loose floor mats could be a problem common with all cars. Why not recall all of your vehicles? Why just these vehicles?

A: We have ascertained that these vehicles share a combination of factors:

- They have all experienced field reports of floor mat intrusion.
- They have a common or similar accelerator pedal design and operation.
- They have a similar floor pan design relative to the pedal

We believe there could be other common factors and need to investigate further.

(Internal use only - NOTE: NHTSA told us specifically today that they felt the remedy would need to address the pedal design and subsequent angle. This answer gives us an opportunity to explain how there are many factors involved.)

Q: Is the “recent event” you speak of that “prompted” you to look closer at the fatal crash in San Diego? Why didn’t you act sooner?

A: The final report on the investigation into the cause of the crash in San Diego has not been concluded. However, since the crash, Toyota has focused intently on several factors that could contribute to such an event. The combination of factors discussed earlier (above) is where we are now...and has prompted our action to initiate a voluntary safety recall. Even after we file a voluntary safety

recall, it will take time to figure out the best remedy for each vehicle in preventing floor mat interference with the accelerator pedal.

Q: Can you confirm that the vehicles are all drive-by-wire pedals? Secondly, are you looking at both mechanical and electronic operation of the accelerator pedal?

A: All of the vehicles feature “drive- by-wire.” And yes, we are looking at both mechanical and electronic operation.

Q: So it sounds like the problem is the pedal design and/or its operation.

A: We believe the problem is more complex than that. We are actively investigating what countermeasures can be taken with each vehicle on an individual basis. There are many factors involved. **We want to prevent floor mat interference with the accelerator pedal from happening. Period.**

Q: What feature(s) inherent to the accelerator pedal design leads you to believe it influences floor mat interference?

A: These accelerator pedals are a one piece (molded or assembled) design without a pivot between the “arm” and the “foot pad”. Also, this design has a single pivot at the top of the arm.

Q: Does Toyota use so-called “smart pedal” technology where brake input overrides throttle input? Could the countermeasure for Toyota be as simple as installing smart pedal software?

A: Toyota does not currently incorporate the so-called “smart pedal” feature. We need to look at each model individually.

Q: When and with what vehicle was this pedal design first introduced?

A: (need TMC’s input)

Q: Do all of your vehicles currently feature this or similar pedal design?

A: Yes, all current Toyota and Lexus models.

Q: In that case, do you expect more vehicles to be added to the list?

A: No we do not anticipate adding more vehicles to the list, but we need to spend a bit more time making sure.

Q: At 3.8 million vehicles, will this be Toyota’s biggest recall ever? How does it compare to other Toyota recalls and other recalls by other manufacturers? What percentage of Toyota vehicles in operation are potentially affected?

A: The largest recall in recent history was for the Truck, 4Runner, T100 Steering Relay Rod at approximately 978,000 vehicles in 2005. We don’t know about competitive recalls.

(B. Lyons note: Just answer the largest question – yes, no details for obvious reasons)

Q: How much is this going to cost Toyota?

A: We don't discuss the costs of such programs

Q: How many accidents/crashes and how many fatalities according to NHTSA related to floor mat interference with pedal?

A: NHTSA has reported crash incidents and (TMC or TMA to complete) fatalities.

Q: Is there one model that is most problematic?

A: The Lexus ES

Q: What is the breakdown in NHTSA field reports by model pertaining to floor mat interference?

A: (TMC or TMA to complete)

Q: Haven't you previously said that unintended acceleration is simply a problem with pedal misapplication or stuck floor mats or driver error? Why have you blamed the victims in the past? What has changed to make you go out with this recall?

A: We have never blamed anyone. We have stated in the past that neither Toyota nor NHTSA have identified or uncovered any evidence to indicate that a throttle control system failure and braking system failure have occurred in any instances of reported unintended acceleration in Lexus or Toyota vehicles.

Q: Considering recent events that prompted this recall...and your findings so far, would you care to change your response?

A: NO. However, we have identified sufficient cause for filing a recall. We are now trying to find a solution for preventing floor mat intrusion of the accelerator pedal.

Q: What if owner's carpets get dirty this winter?

A: We have not decided how to address this; we are concentrating on vehicle and remedy identification. We will consider this and other customer inconveniences in the future.

Q: Does my dealer already know what to do? Can I go to him/her for correct installation?

A: Dealers have been trained to ensure that floor mats are properly installed and secured, but we are directing owners to our Toyota and Lexus websites for more information.